Rep Order# 6843267 Ver# 1 Status New Traffic Order# **EC'd** Yes

Printed: 08/16/2012 3:48 PM Last Received: 08/16/2012 3:34 PM

Showing Buylines: All Lines

KSNV-TV LAS VEGAS, NV. Station

Advertiser () .OBAMA FOR AMERICA

OBAMA SKED A **Product**

Estimate# 1621

Maura Gilroy Buyer

Phone# Fax#

) GMMB Agency 3050 K ST NW

WASHINGTON, DC 20007

Agency C/P1/P2/E 95/101/1621

Flight Dates 08/17/2012 - 08/23/2012

Hiatus Weeks

Salesperson Phone# Salesperson FAX#

Rep Firm

Sales Office (

Salesperson (

215-568-6540 215-568-1845

) PHILADELPHIA

) AMY MCCREARY

1 of 3

--- CONTRACT COMMENT ---

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	1	 F,M-TH	 5A-бА	WAKE UP WITH THE WAGNERS	:30	\$400.00	08/17-08/23	2	1	2	\$800.00	
	2	F,M-TH	6A-7A	WAKE UP WITH THE WAGNERS	:30	\$700.00	08/17-08/23	2	1	2	\$1,400.00	
	3	F,M-TH	7A-9A	TODAY SHOW	:30	\$1,400.00	08/17-08/23	2	1	2	\$2,800.00	
	4	F,M-TH	9A-10A	TODAY SHOW II	:30	\$500.00	08/17-08/23	2	1	2	\$1,000.00	
	5	F,M-TH	10A-11A	TODAY SHOW III	:30	\$325.00	08/17-08/23	2	1	2	\$650.00	
	6	F,M-TH	11A-12P	RACHEL RAY	:30	\$325.00	08/17-08/23	2	1	2	\$650.00	
	7	F,M-TH	12P-1230P	NEWS 3 AT NOON	:30	\$425.00	08/17-08/23	2	1	2	\$850.00	
	8	F,M-TH	1P-2P	DAYS OF OUR LIVES	:30	\$425.00	08/17-08/23	2	1	2	\$850.00	
	9	F,M-TH	430P-5P	NEWS	:30	\$700.00	08/17-08/23	2	1	2	\$1,400.00	
	10	F,M-TH	4P-430P	FIRST NEWS 3 AT FOUR	:30	\$600.00	08/17-08/23	2	1	2	\$1,200.00	
	11	F,M-TH	5P-630P	EARLY NEWS	:30	\$1,000.00	08/17-08/23	2	1	2	\$2,000.00	
	12	М	8P-10P	STARS EARN STRIPES	:30	\$2,300.00	08/20-08/20	1	1	1	\$2,300.00	
	13	M	9P-10P	STARS EARN STRIPES	:30	\$2,300.00	08/20-08/20	1	1	1	\$2,300.00	
	14	TU	8P-10P	AGT	:30	\$4,000.00	08/21-08/21	1	1	1	\$4,000.00	

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EC'd Yes					Last Received:	08/16/2012 3:34 PM				
				Showing Buylines: All Lines						

Station Adver Produce Estima Buyer	tiser ct ate#	KSNV-TV LAS VEGAS, NV. ().OBAMA FOR AMERICA OBAMA SKED A 1621 Maura Gilroy		Agency () GMMB 3050 K ST NW WASHINGTON, DC 20007 Agency C/P1/P2/E 95/101/1621 Flight Dates 08/17/2012 - 08/23/2012			Rep Firm Sales Office () PHILADELPHIA Salesperson () AMY MCCREARY Salesperson Phone# 215-568-6540						
Phone Fax#	#				Hiatus Weeks				Salesperson FAX#		215-568-1845		
LT	Ln	Day	Time	Program		Len	Rate	Dates	Spots/Week	Weeks	Total Spots	Total Cost	Daypart
	15	TU	10P-11P	LOVE IN THE WILD		:30	\$2,000.00	08/21-08/21	1	1	1	\$2,000.00	
	16	W	8P-9P	AGT (R)		:30	\$2,400.00	08/22-08/22	1	1	1	\$2,400.00	
	17	W	10P-11P	LAW & ORDER: SVU		:30	\$3,200.00	08/22-08/22	1	1	1	\$3,200.00	
	18	TH	10P-11P	ROCK CENTER W/B. WILL	JIAMS	:30	\$2,100.00	08/23-08/23	1	1	1	\$2,100.00	
	19	SA	9P-10P	NBC ENCORES		:30	\$1,300.00	08/18-08/18	1	1	1	\$1,300.00	
	20	SA	9P-11P	STARS EARN STRIPES (R	2)	:30	\$2,000.00	08/18-08/18	1	1	1	\$2,000.00	
	21	F,M-TH	11P-1135P	NEWS 3 NIGHTSIDE		:30	\$1,100.00	08/17-08/23	2	1	2	\$2,200.00	
	22	F,M-TH	1135P- 1235A	TONIGHT SHOW W/ JAY I	LENO	:30	\$425.00	08/17-08/23	3	1	3	\$1,275.00	
	23	F,M-TH	1235A- 135A	LATE NIGHT W/JIMMY FA	ALLON	:30	\$225.00	08/17-08/23	3	1	3	\$675.00	

:30 \$3,200.00 08/19-08/19 2 1 2

\$6,400.00

---REPORT TOTALS---

24

Report Totals: 41 / \$45,750.00

SU 5P-8P NFL INDIANAPOLIS @ PITT

---SALES MONTHLY TOTALS---

Aug 12: 41 / \$45,750.00 Sales Totals: 41 / \$45,750.00 Station Totals: 41 / \$45,750.00

Rep Order# 6843267 **Ver#** 1 Status New Traffic Order# **Printed:** 08/16/2012 3:48 PM EC'd Yes Last Received: 08/16/2012 3:34 PM **Showing Buylines:** All Lines KSNV-TV LAS VEGAS, NV.) GMMB Rep Firm Station Agency 3050 K ST NW Advertiser () .OBAMA FOR AMERICA Sales Office (WASHINGTON, DC 20007 **Product** OBAMA SKED A Salesperson (Estimate# 1621 Agency C/P1/P2/E 95/101/1621 **Buyer** Maura Gilroy Flight Dates 08/17/2012 - 08/23/2012 Salesperson Phone# Phone# **Hiatus Weeks** Salesperson FAX# Fax# Lines not sent/rcld/rtrn: 0 / \$0.00 ---COMPETITIVE---Market Totals \$163,393 CATV 0 % KBLR 0% KINC 0 % KLAS 30% KTNV 20% KTUD 1% KVCW 2% KVMY 4% XXXX0 % --- COMPETITIVE COMMENTS---EST SHARES

3 of 3

) PHILADELPHIA

) AMY MCCREARY

215-568-6540

215-568-1845

KSNV

KVVU

28%

15%

JUL12 Books RA35+ Demos

---Agency Comment---

PLEASE NOTE ADDRESS CHANGE EFF 8/12

--- CREDIT RISK ---

CASH IN ADVANCE